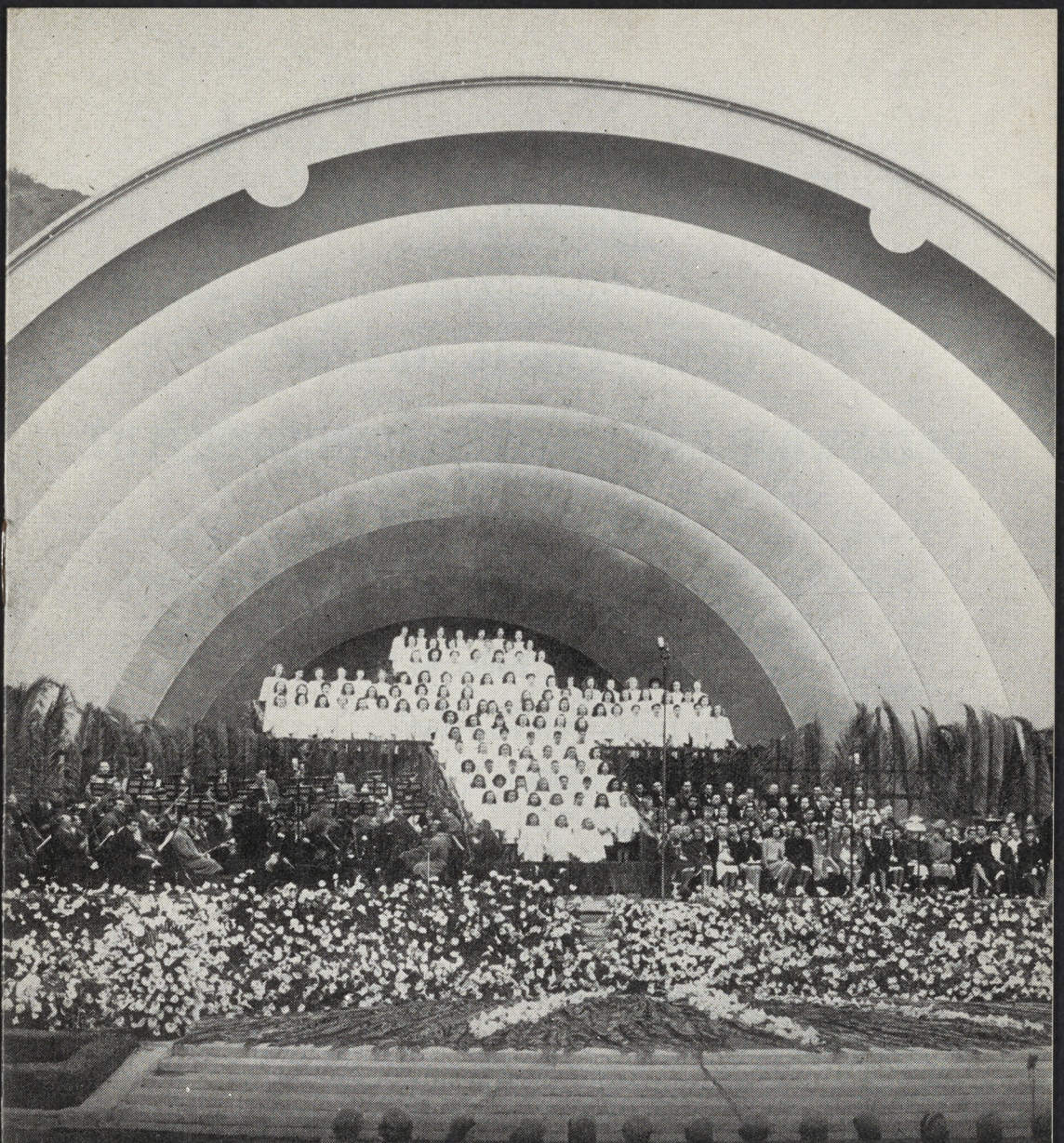


EASTER SUNRISE SERVICE

Hollywood Bowl

Hollywood Chimes

PROGRAM

Thirty-Fourth Annual

HOLLYWOOD BOWL EASTER SUNRISE SERVICE

Sunday, April 18, 1954

5:00 to 6:00 A.M.

Los Angeles Symphonette
University of Redlands Choir

SUNRISE TRUMPET CALL — "Gloria Patri" . . . . . Meineke

Easter Trumpeters: Inice Millicen, Betty Hooper, Iris Kenneley, Evelyn Canfield, Sylviamay Crawford, Meryl Butler, Dorothy Mozley, Janet Henry, Dee Duncan.

HYMN — "Holy, Holy, Holy" . . . . . Dykes

The audience is requested to join in the singing with the University of Redlands Choir and the Los Angeles Symphonette, J. WILLIAM JONES, conducting, CHARLES DAVIS SMITH, Organist.
— words to the hymn are on page 11

INVOCATION . . . . . Dr. Amos A. Thornburg

First Methodist Church of Hollywood
President, Church Federation of Los Angeles

"THE LORD'S PRAYER" . . . . . Malotte

MANOLO MERA, Tenor

MIKLOS ROZSA, Guest Conductor

"CHRIST THE LORD IS RISEN TODAY" . . . . . Davidica

Young People's Easter Sunrise Chorus

HUGO KIRCHHOFER, Director — MRS. EDWIN S. BROWNE, Accompanist

ADAGIO FOR STRINGS . . . . . Barber

FRANK ALLEN HUBBELL, Conductor

SCRIPTURE READING — St. Mathew 28: 1-10 . Rev. Ronald D. Holcomb

Bethany Presbyterian Church

ANTHEMS — "God So Loved the World" . . . . . Stainer
"Praise To the Lord" . . . 17th Century German Tune
Arr. Whitehead

J. WILLIAM JONES, Conductor
CHARLES DAVIS SMITH, Organist

OFFERTORY — "Quo Vadis?" from the Quo Vadis Suite . . . Rozsa

It expresses the triumph of Christianity, St. Peter's question: "Wither Goest Thou, Lord?", is the theme beginning mystically and it mounts to the great climax of a majestic hymn that boldly states the Christian faith, then leads to a jubilant conclusion.

MIKLOS ROZSA, Guest Conductor

EASTER MESSAGE
"The Challenge of the Easter Morn" . . . Dr. Arthur A. Schuck

Chief Executive, Boy Scouts of America

ANTHEM — "Praise the Name of the Lord" . . . . Tschaikowsky

CHORALE — "The Strife Is O'er" . . . . . Palestrina

J. WILLIAM JONES, Conductor
CHARLES DAVIS SMITH, Organist

"AVE MARIA" . . . . . Gounod

DUSOLINA GIANNINI, Soprano
MIKLOS ROZSA, Guest Conductor

HYMN — "A Mighty Fortress Is Our God" . . . . . Bach

FRANK ALLEN HUBBELL, Conductor

Children's Prayer from "Hansel and Gretel" . . . . . Humperdinck

FRANK ALLEN HUBBELL, Conductor

BENEDICTION . . . . . Rev. H. K. Rasbach

Hope Lutheran Church

EASTER CHIMES . . . . . Played on Carillonic Bells

JAMES G. CORCORAN, Carillonneur

Please refrain from talking and applause

The Hollywood Bowl Easter Sunrise Service Committee wishes to express its thanks to the following who have aided in making the service a success: All participants on the program; American Red Cross, Baldwin Piano Company, Georgia Street Receiving Hospital, Hollywood High School, Sparkletts Company and the Velada Club.

The program is being broadcast coast to coast by Columbia Broadcasting System (local outlet KNX), David Showalter, Producer and Golmer Cool, Director, and rebroadcast to the entire world by Armed Forces Radio.

The program is televised as a public service by KTTV and the General Petroleum Corporation, Roy Maypole, Producer, Robin Hiestand, Director.

Dr. Rozsa appears through courtesy of M-G-M Studios

The Redlands University Choir records for Columbia Records

The Baldwin Organ is the Official Organ of Hollywood Bowl

Hollywood Bowl's 34th Easter

The Hollywood Bowl Easter Sunrise Service is one of the most inspiring community events in the entire world.

No taint of commercialism has ever been attached to the sacred services held annually for the past 34 years within the rustic outdoor setting of the Hollywood Bowl amphitheatre.

And unique is the fact that the majority of workers are the same families who gathered together in the misty dawn 34 years ago to greet Easter with a Service combining the inspiration of the Word and of great music.

Little did the group on Olive Hill that thirty-four years ago think that today the Service would be world famous, taken to countless millions through the medium of radio, the motion picture and now, television.

Looking back to those early years of the Easter Sunrise Service, one is conscious of names that are still active in the Private today: the dynamic Artie Mason Carter, Hugo Kirchhofer, Mrs. Lawrence Downs, Mrs. Leiland Atherton Irish and the inimitable Otto K. Olesen, now postmaster of Los Angeles.

After the first service held by the Hollywood Community Sing, it was apparent that a larger place must be found for the next year. The group selected a dell off Cahuenga Canyon, the lovely rustic setting that is now Hollywood Bowl.

For music, the Sing approached W. A. Clark, Jr., founder of the Los Angeles Philharmonic Orchestra, and arranged for the new orchestra to furnish the musical portion of the program.

Not only was the Service a success, but the setting was so perfect for music that a plan for playing concerts was developed. This led directly to the founding of Symphonies Under the Stars and Hollywood Bowl as we know it today.

The name, Hollywood Bowl, was given to the famous center of music by Hugo Kirchhofer, leader of the Community Sing since its formation and director of the traditional "Living Cross" chorus of young people which is an outstanding feature of the Service each year.

To make the Service as perfect as possible, committees begin their work shortly after New Year's Day. A general plan is laid out and various assignments given to various committees.

(Continued on Page 10)

MRS. LEILAND A. IRISH

OTTO K. OLESEN

MRS. LAWRENCE DOWNS

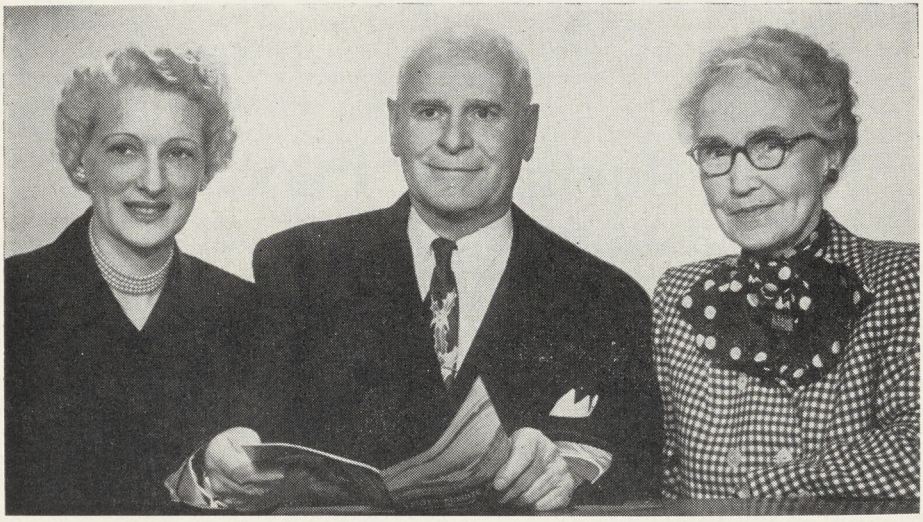
The Hollywood Community Sing

Thirty-seven consecutive years of contributing to the cultural development of Hollywood is the Sing's realization of its motto "For the Enrichment of Community Life." Originally organized to dispell the gloom of World War One, it was destined to thrive and grow through the years, giving inspiration and comfort, joy and fellowship to countless thousands. Today, as always, friends meet each Tuesday night in Plummer Park at 7:45 for an hour of community singing followed by a special program presented by outstanding artists. The meetings are free and open to the public—everyone is welcome to attend and enjoy an evening of music under the direction of the eminent community sing director, Hugo Kirchhofer who has directed the Sing since its inception.

"Unique among men and loved by all who have come under your magic spell—you have brought only joy and sunshine into our lives—there will always be a Song in the Heart of Hollywood because of our matchless song-leader and Beloved Friend"—Such was the glowing and justly deserved tribute paid to Hugo Kirchhofer by Artie Mason Carter, "Mother of Hollywood Bowl" and President Emeritus of the Community Sing, as devoted members celebrated his birthday this year. Tribute must be paid also to Mrs. Carter who envisioned great dreams for Hollywood and by her tireless efforts and dynamic leadership made those dreams come true. These two outstanding leaders and a faithful group of civic minded citizens brought into being the Sunrise Service, the Hollywood Bowl concerts and many other outstanding and worthwhile organizations.

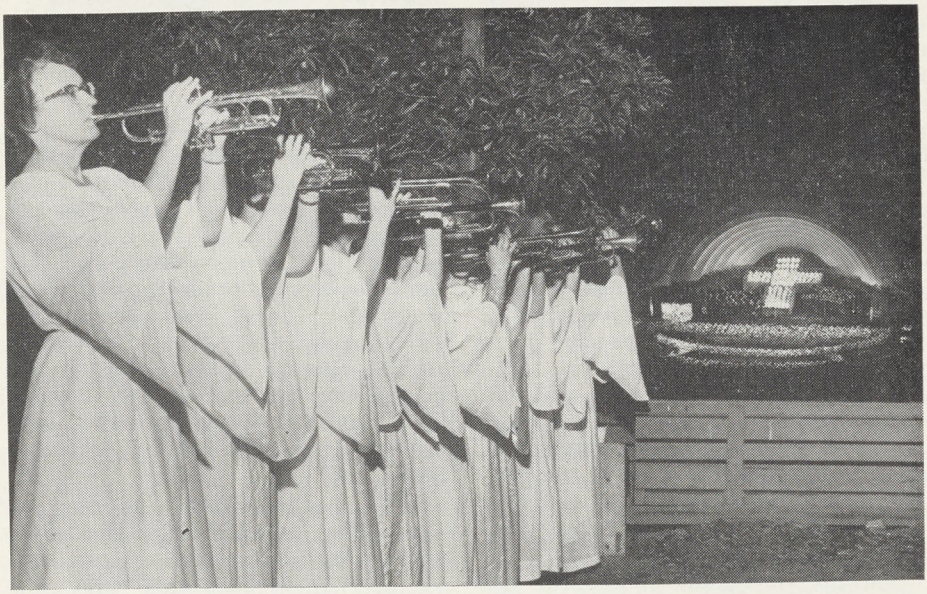
Fortunate indeed, is the Sing to have as its accompanist the well-known and much loved pianist and organist, Inez Jacobson who has worked faithfully along with Hugo Kirchhofer through the years. The list of Sing officers, Board members and Past Presidents is studded with

(Continued on Page 10)



Left to right: Mrs. Max W. (Kay) Robinson, Hugo Kirchhofer, Artie Mason Carter.

Greeting The Easter Dawn



SUNRISE TRUMPETERS—As the hour of 5 a.m. approaches on Easter morn a hush falls over the vast throng in Hollywood Bowl. Eyes turn to the hillside and await the magical moment when the white clad trumpeters appear beside the Cross, raise their instruments and sound the triumphant "Gloria Patri" which opens our Easter Service. Trumpeters this year are Inice Millicen, Betty Hooper, Iris Kenneley, Evelyn Canfield, Sylviamay Crawford, Meryl Butler, Dorothy Mozley, Janet Henry and Dee Duncan.

The Pilgrimage Play Cross

High on the hill overlooking the busy Cahuenga Freeway stands the huge Pilgrimage Play Cross. It stands boldly against the sky as a symbol of hope and courage to hundreds of thousands who pass it each day. At night it is outlined in electric lights.

This Cross has stood there for more than 20 years. C. E. Toberman, civic leader of Hollywood, president emeritus of the Hollywood Bowl Association and George L. Eastman, also prominent in Hollywood, donated the Cross to the Pilgrimage Play, the Life of Jesus Christ.

The Hollywood Bowl Easter Sunrise Service has recognized the importance of this Cross to the community and has determined to keep it standing and lighted.

Part of the collection each Easter Sunday goes for the maintenance and electricity expense of the Pilgrimage Play Cross.

Hollywood Bowl Concerts

There is much cause for rejoicing among Hollywood Bowlgoers. The 1954 season of Symphonies under the Stars and Saturday night "Pops" concerts is shaping up well and promises to be artistically one of the finest in Bowl history. Transportation and parking problems are well on the way to being solved.

The Hollywood Freeway has been completed, affording easy access to the Bowl from many directions, additional parking is being provided within close range of the Bowl and the Bowl itself is constantly undergoing improvements.

William Severns, manager of the Hollywood Bowl Association, said the planting and tree installation program is moving ahead so that one day the Bowl will be one of the garden spots of the world.

The 33rd consecutive season of summer concerts will open Thursday night, July 15 and during the 8-week series Symphonies under the Stars will be performed Tuesday and Thursday nights and the "Pops" programs that have met such eager public response, will be offered Saturday nights.

The Los Angeles Philharmonic Orchestra, one of the six finest among major symphony orchestras of the nation, will play the entire 8-week season of 24 concerts. The orchestra of 100 virtuoso musicians now is in its 35th season and first performed in the Bowl during the initial Bowl Easter service in 1921. Indeed, the perfection of sound in the ideal rustic setting inspired Mrs. Artie Mason Carter and others to establish Symphonies under the Stars.

More than 1,000 concerts have been given in the Bowl with but two postponments on account of rain—a record unique in the world.

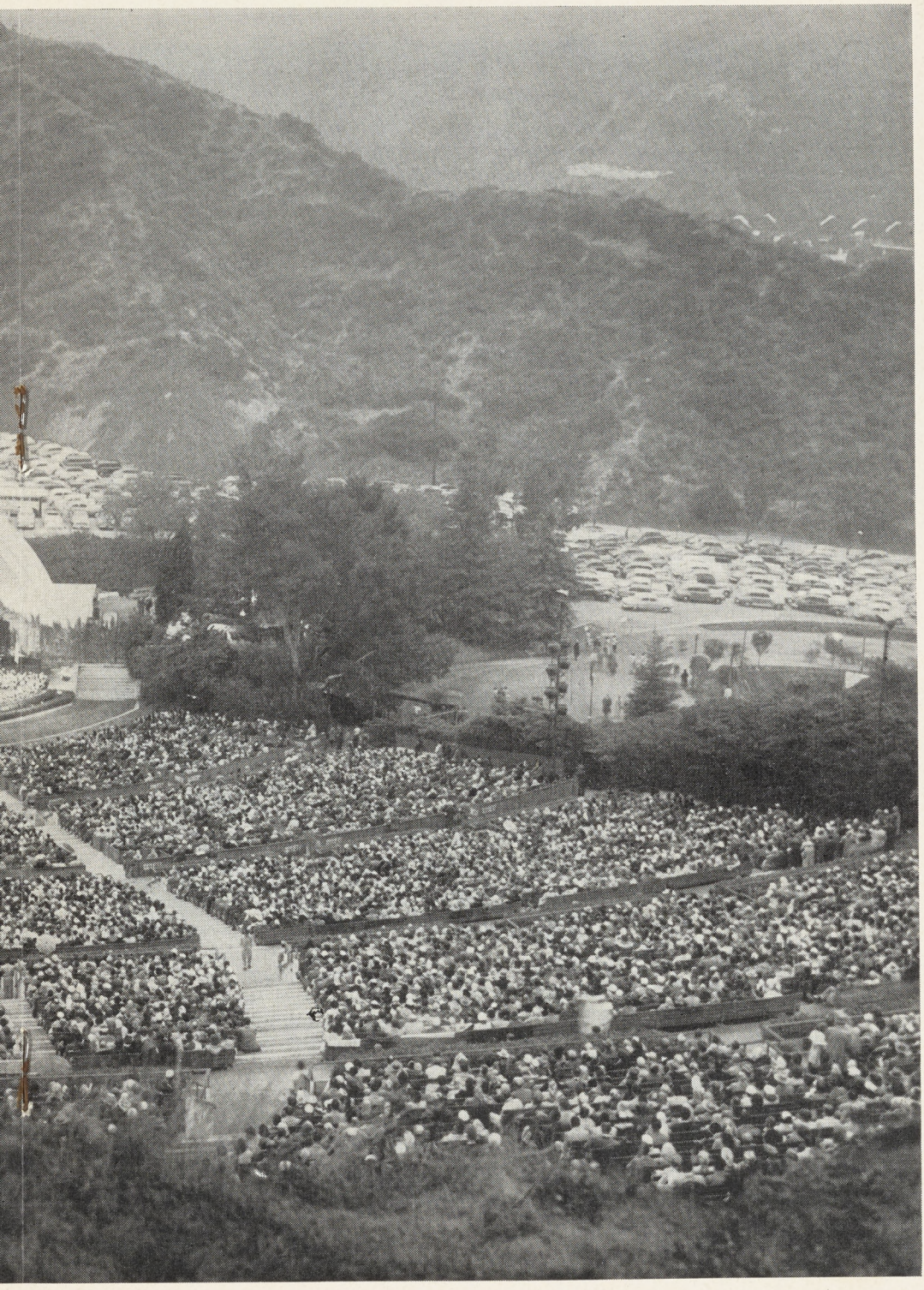
The summer season is presented under the co-sponsorship of the Hollywood Bowl Association and the Southern California Symphony Association (both voluntary, civic, non-profiit organizations) comprised of forward looking men and women imbued with the idea of public service through music. Mrs. Norman Chandler is president of the Bowl Association. She has been identified for many years as a leader among civic and cultural activities.

The Hollywood Bowl is owned by the County of Los Angeles subject to a long term lease to the Bowl Association which maintains the property throughout the year and in cooperation with the Symphony Association, sponsors the summer concerts.

During the 1954 season, world celebrated conductors and vocal and instrument soloists will join to make the programs memorable ones in the realm of music of classic, romantic and contemporary expression.

The Hollywood Bowl Association has established a scale of prices that will enable a quarter of a million persons this summer to enjoy the best musical entertainment at reasonable rates. For instance, there are 100,000 seats available nightly in the Starlight Section at 50c each.

Music lovers and lovers of lighter musical entertainment are looking forward to Thursday night, July 15, when they will stroll up romantic Pepper Tree Lane, to relax under the stars in a setting removed from the noise of the city. Here under the stars they will hear the music of the masters in a coalescence of art and nature.



Hollywood Bowl's 34th Easter

(Continued from Page 4)

More than 1500 men, women and children are among the volunteer workers who are responsible for the program.

Youth is represented by the hundreds of young people from Hollywood High School who work as ushers, hundreds more sing in the "Living Cross," Boy Scouts, Girl Scouts and Camp Fire Girls, all have a part to play.

Important also are those thousands of Southland residents who each year donate more than 75,000 calla lilies used in the traditional decorations for the Service. The project of collecting such a vast number of lilies is a difficult one and many years has been successfully performed by a committee headed by Mrs. Bessie Van Doren.

Mrs. Leiland Atherton Irish and Mrs. Lawrence Downs head the program committee and work many months arranging for speakers, choirs, orchestras, soloists and attending to the thousand and one details that beset an undertaking as large as this great Service.

Supervising all of the workers and committees is genial Otto K. Olesen, general chairman of the Service for the past 20 years.

In order to preserve the Service on a strictly community basis, the Hollywood Bowl Easter Sunrise Service was incorporated as a civic, non-profit corporation a few years ago. Officers of the corporation are Otto K. Olesen, president; Mrs. Leiland Atherton Irish, George Chapman and Mrs. Lawrence Downs, vice-presidents; Ivy Grace, secretary and Ben B. Odell, treasurer.

The Hollywood Community Sing

(Continued from Page 5)

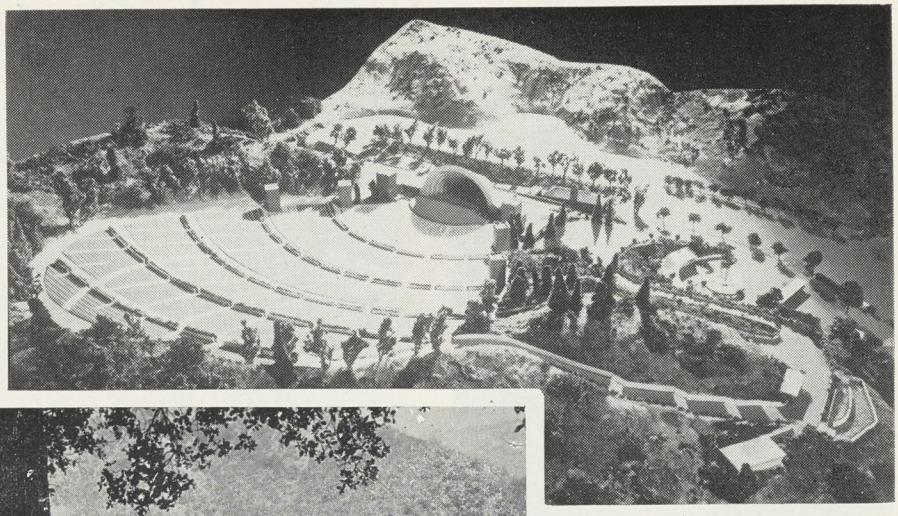
names of prominent citizens and outstanding leaders of the community. Serving her fourth year as President of the Sing is Kay Robinson, lyric soprano.

Members enjoy the Sing because it affords them an outlet for self expression as well as the opportunity to enjoy the entertainment. It also gives them the opportunity to help those less fortunate than themselves when at Christmas time they contribute food and money to be distributed to the needy families, and make a substantial donation to the USO.

One of the most inspirational moments of the Sunrise Service is that one in which the children's choir, forming a living cross, rises to sing. This was another of Mr. Kirchhofer's ideas which is carried out so successfully each year. And as the children lift their voices in praise, here in the early morning hour in the hills, one feels the nearness of God who has created all these wonderful things.

Hollywood Community Sing is proud of its record—the oldest community Sing in the United States. It is proud of the other organizations it has sponsored and worked for; its members are happy and ready at all times to participate in all civic and cultural activities.

Community Sing invites you to join us each Tuesday night at Plummer Park, 7377 Santa Monica Blvd., at 7:45—"where neighbors become friends."



THEN AND NOW — Model (above) shows Hollywood Bowl as it will appear this summer. A striking contrast to the Bowl of 1922 (lower picture).

HOLY, HOLY, HOLY

— Dykes —

Holy, Holy, Holy, Lord God Almighty,
Early in the morning our song shall rise to Thee.
Holy, Holy, Holy, merciful and mighty
God in Three Persons, blessed Trinity.

Holy, Holy, Holy, Lord, God Almighty
All Thy works shall praise Thy name in earth and sky and sea.
Holy, Holy, Holy, merciful and mighty
God in Three Persons. blessed Trinity.

Easter Sunrise Service

DR. ARTHUR A. SCHUCK
New York City

"On my honor, I will do my best
To do my duty to God and my country,
And to obey the Scout law;
To help other people at all times,
To keep myself physically strong
Mentally awake and morally straight."

—Boy Scout Oath

University of Redlands Choir

Appearing for the first time with the Hollywood Bowl Easter Sunrise Service is the University of Redlands Choir, an organization that has become widely known during the past six years.

The main function of the 100-voice group is to sing for the weekly religious services on campus. Redlands is a church related university in which spiritual aspects of life are stressed in relation with education.

The choir has appeared on all major radio networks and On April 25 will begin a series of broadcasts on 50 stations of the American Broadcasting System.

The choir records for Columbia Masterworks Records and a series of hymns and anthems will soon be released by that company.

J. William Jones, a nationally recognized choral conductor, has conducted the choir for many years. Charles Davis Smith has been of organist for the choir for the past three years.

Personalities . . . 1954

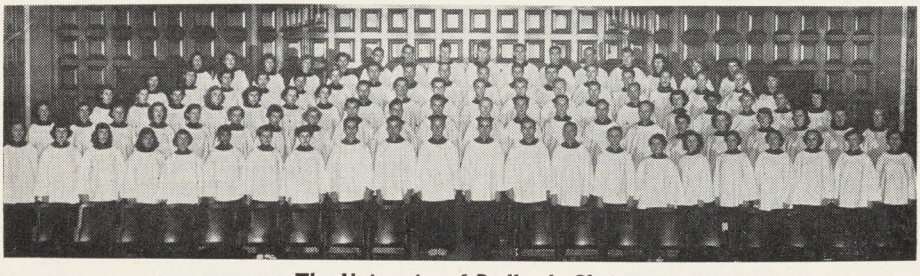
MANOLO MERA
Tenor

DUSOLINA GIANINNI
Soprano

MIKLOS ROZSA

J. WILLIAM JONES

FRANK ALLEN HUBBELL



The University of Redlands Choir

Hollywood Bowl Easter Sunrise Service

A Community Non-Profit Corporation

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George Chapman.....2nd Vice-Pres.
Mrs. Lawrence Downs.....3rd Vice-Pres.
Ivy Grace .....Secretary
Ben B. Odell.....Treasurer

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Mrs. Jackson Greenwood
Lem Bailey
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Louis Foley
Mrs. Mada Souden Walsh

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John Anson Ford
Lem Bailey
Hugo Kirchhofer

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Hugo Kirchhofer
Mrs. Edwin S. Browne, Accompanist

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Velada Club of Hollywood
Soroptomist Club of Los Angeles
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Mrs. Mada Souden Walsh, Chairman

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Hollywood Lions Club
Hollywood Rotary Club
Independent Order of Odd Fellows
Students of Hollywood High School
Hollywood Business and Professional Women's Club

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Misses Ethel and Alice Forster, May Lampert, Lina Brady, MayBelle Spencer, Margaret Smith.

Messrs. Ray Thorne, Hiram Beebe, Arthur Winskill.

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Brentwood Garden Club
Beverly Hills Garden Club
California Garden Club, Inc.
Los Angeles Greater Garden Section
Golden Garden Club
Hollywood Garden Club
Hollydale Branch of California Fuchsia Society, Downey
Los Angeles Garden Club
Camp Fire Girls
Los Feliz Garden Club
Hollywood Community Sing
Hollywood Opera Reading Club
Woman's Club of Hollywood
Hollywood Business and Professional Women's Club
Beverly Hills Business and Professional Women's Club
Beverly Hills Business and Professional Women's Club
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West Ebell Club
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Hollywood Community Sing

"For the Enrichment of Community Life"

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The CHIMES is published annually by the COMMUNITY SING OF HOLLYWOOD, Mrs. Max W. (Kay) Robinson, Editor.